



LinkedIn Cheat Sheet

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One-off:

Do this once and get it right for an impressive profile

Feature	Criteria	Done
Picture	Front-on, clear background, friendly smile	
Headline	Utilise all 120 characters. Explain what you do and who you are looking for. Keep it succinct and jargon-free and don't use cheesy symbols like stars.	
Summary	Answer the question "why do you love doing what you do". Write in first person. This part should be about YOU and why you are good at what you do	
Current position	Write about your position at the company you operate within, then give an overview of the company as a whole.	
Portfolio	Use the media section to add YouTube videos, PDFs or images which give more information about your products or services.	
Skills and expertise	Choose 6 or 7 that best represent your skills	
Past positions	Utilise the transferable skills you used in your previous roles, and make them relevant to your current position. Always write in first person and ignore anything which isn't relevant or doesn't add interest at all.	
Public profile	Edit your public profile to only display your profile picture, basic info and summary.	
Contact details	Provide a clear call to action for people to get in touch, and don't forget to add your Twitter username.	

Regular actions:

Do these regularly to turn your LinkedIn profile into a lead generating machine

Feature	Action	How often?
<p>Saved searches</p>	<p>Run an advanced search for '2nd connections' with a specific job title (enter in 'keywords') within a specific radius of your postcode.</p> <p>Select 'saved search' to receive weekly emails when a new person in that area with that job title comes into your network</p> <p>Locate any useful results over LinkedIn and send them a message, or ask your mutual connection for an introduction</p>	<p>Set up then automatic</p>
<p>Who's viewed my profile?</p>	<p>Click the 'who's viewed my profile' box on your LinkedIn homepage.</p> <p>Current connections who have viewed your profile: send them a message and ask how they are</p> <p>People who you aren't connected to who have viewed your profile: send them a message and ask how they are and if you can help with anything</p>	<p>Every few days</p>
<p>Connection requests</p>	<p>View your list of connection requests. If you don't recognise the person asking to connect, select 'reply but don't accept yet', the button on the drop-down next to 'accept'.</p> <p>Compose a message which politely asks how they came across your profile and if you can assist with anything, or even if they'd like to give you a call to be introduced.</p> <p>If they don't reply they were probably just a time-waster!</p>	<p>Every week</p>